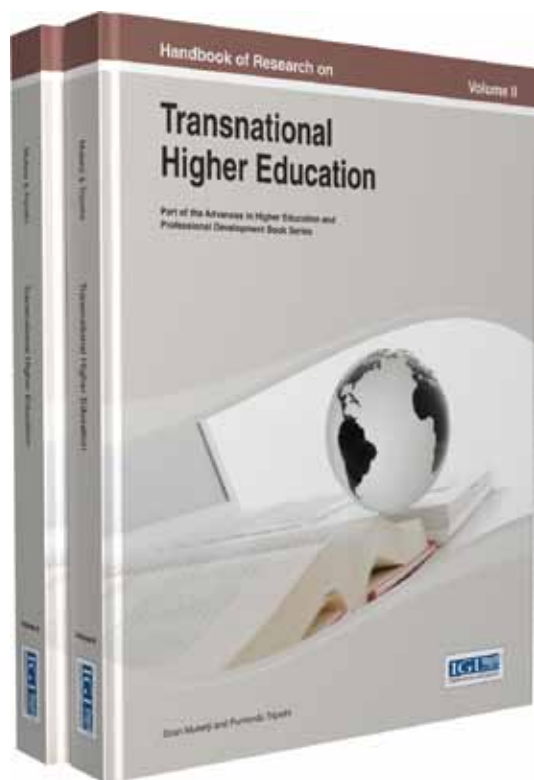


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- Social Media in Higher Education
- Student Support in Higher Education
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- Trans-national Higher Education Collaboration
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Siran Mukerji, a Jawahar Lal Nehru scholar for her doctorate in Human Resource Development, also has completed her masters in distance education and public administration. She has been International Research Fellow of Open University Business School (2009) at Open University (UK). At Arab Open University Saudi Arabia, she was a faculty member in Business Administration for three years. She is one of the Editors-in-Chief of *International Journal of Technology and Educational Marketing (IJTEM)* and Author/Editor of Teaching Case books on *Innovations in Educational Marketing*, *Interactive Technology Environments*, *Technology Enhanced Learning*, *Transnational Learning & Technologically enabled Environments*, and *Technological Adaptability and Transnational Learning*. She has contributed articles in standard national and international journals and also presented papers in national and international conferences. Dr. Mukerji is a member of review committees for numerous international conferences and journals. Her current research interests include performance management and HRM in open and distance learning institutions. In her parent institution, IGNOU (India), she is Deputy Director, responsible for student recruitment and related support services management in the present region.

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